

# BROOKE K. COLLINS

ART DIRECTOR | DESIGNER | ARTIST

1 (315) 212-4689

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BrookeKCollins.Com

## EDUCATION

07.2022 **Master of Fine Arts,  
Visual Communication Design**  
*Rochester Institute of Technology*

12.2018 **Bachelor of Fine Arts,  
Graphic Design**  
*State University of New York at Potsdam*

**Minor in Business Administration:**  
Concentration in Marketing

**Minor in Art Studio:**  
Concentration in Ceramics and Illustration

## EXPERIENCE

01.2016 - **Designer, Creative Director, Owner**  
PRESENT *Clever Fox Studios, LLC | Colton, NY*

Operating a small-scale design studio, overseeing client acquisition, and effectively managing client relationships. Specializing in serving startups seeking comprehensive branding, identity, and design solutions, encompassing graphic and web design.

01.2022 - **Associate Art Director**  
06.2023 *Partners and Napier | Rochester, NY*

Strategically designed diverse media for major corporations, spanning print, digital, and physical, enhancing brand identity and innovation. Participated in cross-functional teams in executing projects, including billboards, websites, packaging, branding, and print materials, while ensuring print standards and legal compliance.

01.2019 - **Social Media Manager**  
08.2019 *Chason Affinity: Collegiate Village | Potsdam, NY*

Proficiently developed social media calendars, curated engaging content, and delivered in-depth traffic and social media engagement analysis to inform and support the marketing team's strategies

04.2014 - **Manager | Bridal Consultant**  
12.2018 *Sposa Bella Bridal | Canton, NY*

From ages 15 to 17, I steadily advanced from a bridal consultant to a managerial role, which I held until my undergraduate graduation at age 19.

## BOARDS

01.2023 - **Board Of Directors, Member**  
PRESENT **New York Arts Council**  
*St. Lawrence County Arts Council*

## CERTIFICATIONS & COURSES

12.2023 - **Brand Master Academy**  
EXPECTED *Brand Strategy | Market Research | SEO | More*

## SKILLS

### Design Software:

Adobe Creative Cloud  
*Photoshop, Illustrator, InDesign, Lightroom, Acrobat*  
Maxon Cinema 4D | Figma | Canva  
ProCreate | Wix Websites | HTML/CSS Basics

### Social Media and Marketing:

Social Media Strategy | Instagram  
Pinterest | Facebook | Hootsuite

### Graphic Design

Conception | Illustration | Iconography  
Branding | Logo Design | Print Design  
Typography | Layout | Digital Design

### Project Management:

Effective Presentation | Written and Verbal  
Communication | Client Pitching | Team  
Collaboration | Client Relationship Management

### Brand Strategy:

Brand Review | Identity Design | Market Research  
Cohesive Design within Brand Guides

## ACHIEVEMENTS & AWARDS

### Honor Societies

2015- **Phi Eta Sigma, Member**  
2018 **Phi Eta Sigma, President**  
2018 **Kappa Pi, Member**

### Scholarships & Awards

*Rochester Institute of Technology* - Department Scholar  
*Phi Eta Sigma National Office* - Scholarship Of Excellence  
*SUNY Potsdam* - Marty Phillips Scholarship | Art  
Department Scholar | Dial Scholarship

**President's List, 2014, 2015, 2016,  
2018, 2019, 2020, 2021 Dean's List, 2017**